

Date: January 6, 2023

GENTLEMEN:

REQUEST FOR QUOTATION

Kindly quote to us your latest price(s) on the following item(s):

QUANTITY	UNIT	ITEM/DESCRIPTION/SPECIFICATION	UNIT PRICE
1 (ONE)	LOT	MARKETING COMMUNICATION PROGRAM OF NCR THROUGH DEVELOPMENT AND PRODUCTION OF AUDIO VIDEO PRESENTATION	
		<p>BRIEF BACKGROUND AND PROJECT DESCRIPTION</p> <p>Video is a common medium in the lives of tourists all over the world. In addition to being the second-largest search engine behind Google, Youtube, the hub of video content, also enables 5 billion people to watch videos daily. Video is not going away and will only rise in popularity.</p> <p>Travel video content viewing is very common in the travel business. Online videos are seen by consumers from awareness to purchase, primarily to help them decide where to go. When seeking for things to do in a given location, 63% of leisure and business travelers use travel videos in all their formats. After all, travel is a subjective experience. Tourists look for different aspects while choosing their next destination: the destination itself, the variety of activities, the landscapes, the atmosphere of the place, the local community's friendliness, access facilities, gastronomy and different accommodation options. Yet, all travelers are looking for something specific. There is not better way to present tourism experiences than travel video marketing.</p> <p>The DOT-NCR Regional Office is producing an Audio Video Presentation (AVP) to promote and market the tourism products and sites of Metro Manila. The AVP aims to portray the gritty bustle of the National Capital Region (NCR) as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.). Likewise, it aims to convey that the Region capitalizes on its strength as the center of tourism and travel business in the country.</p>	
		<p>OBJECTIVES</p> <p>a. To implement a marketing communication program for NCR through the development and production of AVP showcasing the gritty bustle or Metro Manila as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.); and</p> <p>b. To showcase Metro Manila's competitive tourism products for both domestic and international markets.</p>	
		<p>SCOPE OF WORK /DELIVERABLES</p> <p>Develop and produce an Audio Video Presentation (AVP) to promote and market the tourism products and sites of Metro Manila. The AVP aims to portray the gritty bustle of the National Capital Region (NCR) as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.).</p>	

		<p>QUALIFICATIONS OF BIDDER/SUPPLIER</p> <ol style="list-style-type: none"> 1. Must be an award-winning filmmaker 2. Two-minute promotional video highlighting the innate characters of Metro Manila using a montage of people, places, heritage places, food and cultural treasures whilst in the midst of ordinary daily life and through public conveyances. 3. Must use a combination of shots: time-lapses, tracking shots, wide and macro shots 4. Use of industrial and urban sounds, highlighting the nuances of street life, with an underlying inconspicuous rhythm which serves and symbolizes the heartbeat of the city 5. Use of color-grading to underscore the real face of the city – fully alive yet mature with the end-view of compelling the viewers to appreciate the beauty and essence of Metro Manila and encouraging them to visit the City. 6. Use of an essay to fully showcase the hustle and bustle of Metro Manila 7. Must be delivered on the 1st Quarter of year 2023 – preferably on or before 06 February 2023 8. Willing to provide services on a send-bill arrangement 9. Must be within the approved ABC 	
		<p>PROJECT DURATION</p> <ol style="list-style-type: none"> 1. Shoot Duration : January 16-25, 2023 2. Progress Report : Twice during the shoot and twice after the shoot period 3. Submission of Raw/ Final Output: February 06, 2023 	
		<p>APPROVED BUDGET FOR THE CONTRACT</p> <p>PHP 1,000,000.00 Pesos : One Million (inclusive of all applicable government taxes)</p>	
		<p>Documentary Requirements to be submitted:</p> <ol style="list-style-type: none"> 1. Valid Mayor's/Business Permit 2. PhilGEPS Registration Number 3. Latest Income/Business Tax Return with AFS 4. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement 	
		<p>CONTACT PERSON: Ms. Olivia Nicole Maniti Project Officer Mobile no.: 0995-160-7949 Email: ocmaniti@tourism.gov.ph</p>	
		<p>Please quote your lowest price for the above requirements and submit your quotation along with documentary requirements VIA PERSONAL SERVICE AND/ OR COURIER in <u>three (3) original sets</u> IN A SEALED ENVELOPE to this office address:</p> <p>DOT NCR BAC SECRETARIAT Mr. Lawrence J. Alcantara – Head, NCR BAC Secretariat 2nd Floor, DOT Building, 351 Sen. Gil Puyat Avenue, Makati City</p>	
		<p>Note: Deadline of submission is on 11 January 2023 at 10:00 am</p>	

This office desires to place an order for the above item(s) with the minimum delay. Your firm quotation will help us very much in placing the order.

Thank you.

PRINT NAME OF DEALER/SUPPLIER

ADDRESS OF DEALER/SUPPLIER

CONTACT NUMBER(s)

TIN: _____

LANDBANK ACCOUNT NUMBER

AUTHORIZED SIGNATURE OVER PRINT NAME

NCR-ADMIN-PMD-004-00